

ANTEA 3rd WORLDWIDE CONFERENCE

Madrid, Spain – 28th October 2011



Introducing Madrid

With an area of 8,028 km² and surrounded by two other autonomous regions: Castilla y León, in the north-west, and Castilla-La Mancha, in the south-east, we find the Community of Madrid. It is located in the center of the Iberian Peninsula, on the south-eastern tip of Europe.

1981.2 ft (650 meters) above sea level, though there are areas which are over 2133 ft (700 m), the Community of Madrid is surrounded by some physical border: a mountain chain, Sistema Central, and a river valley, that of the Tajo River.

The most important city of the Community of Madrid is Madrid, the Spanish's capital. The city is on the Manzanares River, a tributary of the Jarama that flows into the Tajo.



Culture

Madrid offers visitors a wealth of great art emerging from the different architectural styles that have left splendid examples in the region throughout the centuries. From old Moorish and medieval remains to works developed under the Catholic King and Queen.

But the really powerful architecture and art of Madrid coincided with the new political dimension acquired as from Philip II's reign. The coming of the Hapsburgs, as of the 16th century, saw the start of the construction of great buildings, which resulted in the so called, Madrid of the Hapsburgs, with lots of palaces, churches and convents full of character and art.

The 18th century also left its neoclassical imprint on palaces, churches and fountains, with some splendid examples of this style. The most modern and avant-garde Madrid is found in the areas where its two main axes – Gran Vía and Paseo de la Castellana – were further developed.



Sights

■ Puerta del Sol:

Puerta del Sol is one of the most famous spaces in the capital city and a meeting point for madrileños. It is here that visitors will find two of the most characteristic symbols of Madrid: the bronze statue of the bear and the strawberry tree (placed on the square in 1967) and the 0 kilometer, point from which all Spanish roads start.

■ Fuente de la Cibeles:

Set up in one of the most beautiful squares in the world, not only because of this monument but also because of its splendid surroundings, the image was designed by Ventura Rodríguez in 1777, under the reign of Charles III. It represents the image of Cybele, goddess of nature and fertility, riding on a chariot drawn by two lions. According to mythology, the two lions represent Hypomenes and Atlanta, punished by the goddess Aphrodite to draw this chariot until the end of time.



■ Palacio Real:

The Royal Palace used to be the official residence of the Spanish monarchy, from Charles III to Alphonse XIII, and later on of the presidents of the 2nd Republic.

■ Plaza Mayor:

The Old Square in Madrid is found right in the heart of the city, in the area traditionally called the Madrid of the Hapsburgs, not far from Puerta del Sol and Plaza de la Villa.

■ Puerta de Alcalá:

Puerta de Alcalá, one of the great symbols of Madrid, takes its name from the old road that used to be taken to go to the town of Alcalá de Henares.

The original gateway was built to welcome Margarita of Austria, wife to Philip III. Years later, Charles III decided to have it enlarged, so a new gate was built as it stands now.

■ Templo de Debod:

The Temple of Debod is very probably one of those constructions visitors do not expect to find in Madrid. This Egyptian temple with an east-west orientation and surrounded by water, in accordance with its original position, was given to Spain by Egypt for the aid provided by the Spanish government in order to save the temples of Nubian.



■ Prado Museum:

Designed as a Natural Science Cabinet by the Spanish architect Juan de Villanueva during the Carlos III kingdom, the Prado didn't open its doors like a Museum until 1819 under the kingdom of Fernando VII. Although in fact, it was his wife, María Isabel de Braganza, who was really interesting in this project of becoming the Prado in a great art gallery. Located in the heart of Madrid, nowadays the Prado Museum houses more than 7.000 paintings, 1.000 sculptures, 4.800 illustrations and 8.200 drawings as well as a wide number of decorating art works and

historical documents. The museum is housed in two different buildings, located very close together: the Villanueva building (the best known), in the Paseo del Prado, and the enlargement building where you can visit other master pieces. At the Prado Museum you can see exceptional examples of paintings by Spanish artists: Goya, Velázquez; Zurbarán; but also works by the great masters of other European schools: Bosch, Rubens, Tintoretto or Roger van der Weyden...

■ Thyssen-Bornemisza Museum:

Located in the Villahermosa Palace, the Thyssen Bornemisza Museum was opened as an art gallery in 1992. Since this year, the museum and the Thyssen Bornemisza Foundation haven't stopped growing: in 2004 the Carmen Thyssen-Bornemisza's Collection has been added to the permanent collection and the palace has been enlarged to house new works. The baron Heinrich Thyssen-Bornemisza acquired paintings from the XIX and XX centuries: impressionist, post impressionist, fauvism, German expressionist, avant-garde movement and paintings from the European and American post war paintings. You can find all these movements and waves at the Museum. The building has three stocks, where you can do a real walk through the occident painting from the XIII Century to the XX Century: Renaissance, Mannerism, Baroque, Rococo, Romanticism or Pop Art are among the nearly thousand paintings at the Museum Works by Durero, Edgar Degas,



Pablo Picasso, Caravaggio, Claude Monet o Vincent Van Gogh, among many others, are some of the master pieces that you will be able to admire at the Thyssen Museum.

▪ **Reina Sofía Museum and Art Centre:**

The Reina Sofía Museum and Arte Centre is located in the Glorieta de Carlos V, also known as Atocha. The permanent collection was inaugurated by the King and the Queen of Spain on the 10th of September in 1992. This collection is considered as an extension of the Prado Museum, because it goes from the XIX Century to our days. The collection is divided in three stocks and if we visit all the rooms we will be able to see the first contacts between the Spanish modernity with Europe through the artists' looks like Hermenegildo Anglada-Camarasa, Ignacio Zuloaga or Francisco Rubio...and also we will be able to admire the new artists' contributions to Cubism and Surrealism with artists like Picasso, Miró, Dalí, Juan Gris, María Blanchard... and their repercussions over the so-called School of Paris. The abstract movement has also its space at the Museum. One of the most outstanding paintings that we can see at this Museum is "The Guernica", a work by Pablo Ruiz Picasso. This is one of the most emblematic images of the contemporary world. It represents the Legion Condor attack over the city of Guernica in 1937.



Interesting facts on Madrid

- **Area of Madrid:** 605.77 square kilometers.
- **Number of inhabitants:** 3,273,049 (in 2010)
- **Population density:** 5,403.12 per square kilometer.
- **Capital:** Madrid is the capital of Spain.
- **Monetary unit:** Euro (€).
- **Telephone country prefix:** +34 91.
- **Time difference:** GMT + 1.
- **Road network:** Quite Good.

Climate

Due to its location, the Community of Madrid has a continental climate with temperatures that range from 32° F (0° Celsius), or slightly lower in the winter, to up to 104° F (40° C) in the summertime.

Yet, the temperatures in the northern mountainous area of the region are much colder than those mentioned above in the winter and milder in the summer.

The average annual temperature is 57.2 ° F (14° C), ranging from 41° F (5° C) in the colder months to 77°F (25° C) in the hotter.

The amount of rain varies, though it is mainly scarce in the large continental area of the region. Therefore, it is not hardly need of an umbrella.

- This is a list of links to Websites with all information about Madrid.
- The official Madrid Tourist Office Website
<http://www.turismomadrid.es>
- The official Madrid City Council Website
<http://www.madrid.es>
- For general tourist information
<http://www.descubremadrid.com>
- For public transportation schedule and maps
<http://www.ctm-madrid.es>
- Madrid city map
<http://madrid.callejero.net>

THE HOTEL:

Holiday Inn



Holiday Inn Madrid is in the heart of Madrid's commercial hub. Located in the city's downtown AZCA financial area, corporate headquarters and major convention centres are just minutes away. We're 20 minutes from Madrid Barajas Airport by taxi and Metro, and there's plenty of car parking.



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